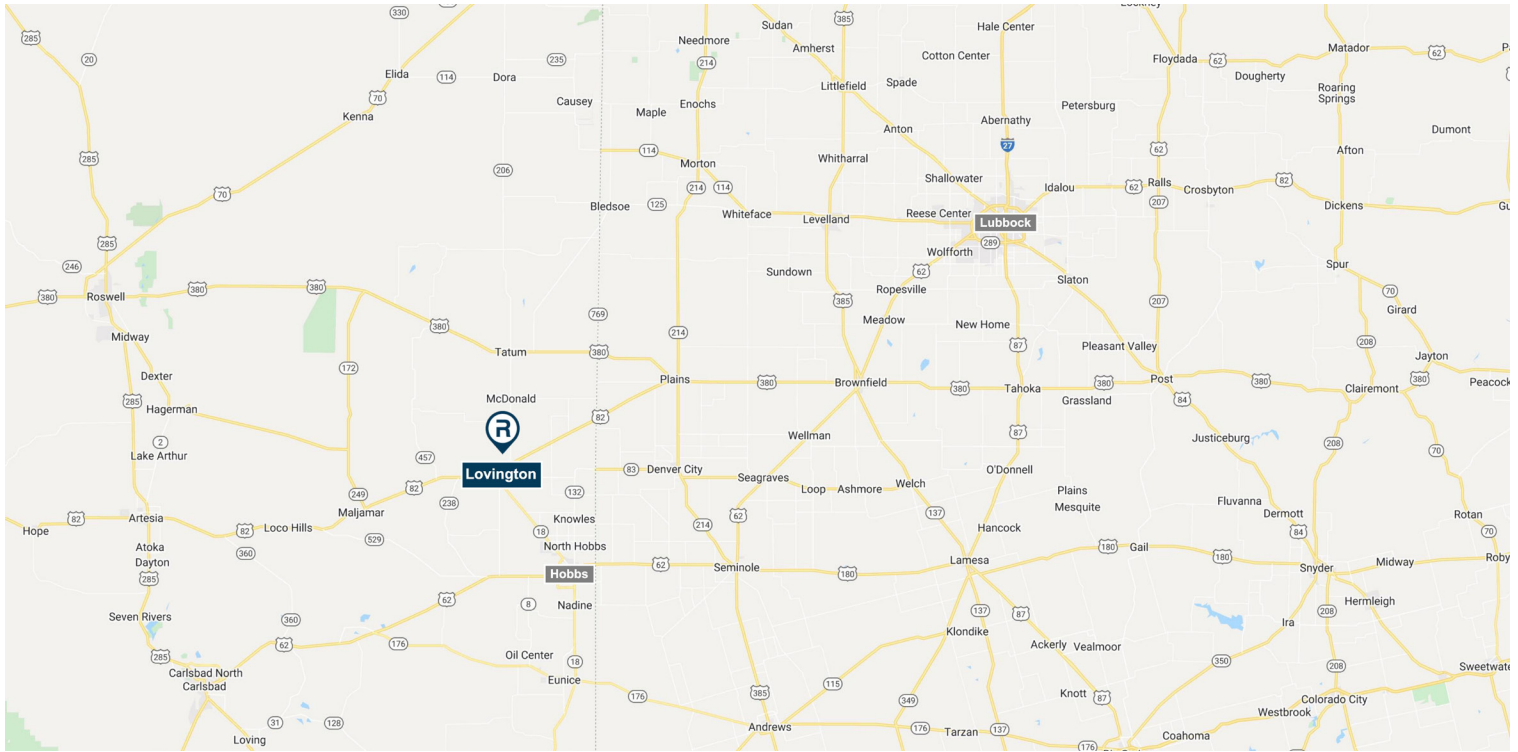# Community
Demographic Profile

LOVINGTON, NEW MEXICO

Prepared for Economic Development Corporation of Lea County
April 2022

Community • Demographic Snapshot

Lovington, New Mexico

Population

2010	11,005
2022	12,072
2027	12,499

Educational Attainment (%)

Graduate or Professional Degree	3.38%
Bachelors Degree	4.25%
Associate Degree	9.30%
Some College	23.41%
High School Graduate (GED)	29.15%
Some High School, No Degree	16.42%
Less than 9th Grade	14.10%

Income

Average HH	$78,857
Median HH	$61,850
Per Capita	$26,002

Age

0 - 9 Years	16.90%
10 - 17 Years	13.98%
18 - 24 Years	10.24%
25 - 34 Years	14.73%
35 - 44 Years	13.57%
45 - 54 Years	10.54%
55 - 64 Years	8.62%
65 and Older	11.43%
Median Age	30.98
Average Age	33.83

Race Distribution (%)

White	60.80%
Black/African American	1.98%
American Indian/Alaskan	1.79%
Asian	0.39%
Native Hawaiian/Islander	0.04%
Other Race	31.87%
Two or More Races	3.13%
Hispanic	75.12%

EDC OF LEA COUNTY

LOVINGTON Economic Development Corporation
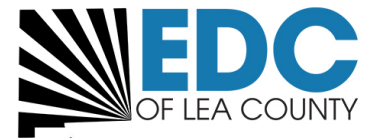
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Community • Demographic Profile

Lovington, New Mexico

DESCRIPTION	DATA	%
Population		
2027 Projection	12,499	
2022 Estimate	12,072	
2010 Census	11,005	
2000 Census	9,461	
Growth 2022 - 2027		3.54%
Growth 2010 - 2022		9.70%
Growth 2000 - 2010		16.32%
2022 Est. Population by Single-Classification Race	**12,072**	
White Alone	7,340	60.80%
Black or African American Alone	239	1.98%
Amer. Indian and Alaska Native Alone	216	1.79%
Asian Alone	47	0.39%
Native Hawaiian and Other Pacific Island Alone	5	0.04%
Some Other Race Alone	3,848	31.87%
Two or More Races	378	3.13%
2022 Est. Population by Hispanic or Latino Origin	**12,072**	
Not Hispanic or Latino	3,004	24.88%
Hispanic or Latino	9,068	75.12%
Mexican	8,223	90.68%
Puerto Rican	12	0.13%
Cuban	1	0.01%
All Other Hispanic or Latino	832	9.18%
2022 Est. Hisp. or Latino Pop by Single-Class. Race	**9,068**	
White Alone	4,796	52.89%
Black or African American Alone	50	0.55%
American Indian and Alaska Native Alone	100	1.10%
Asian Alone	8	0.09%
Native Hawaiian and Other Pacific Islander Alone	5	0.06%
Some Other Race Alone	3,835	42.29%
Two or More Races	273	3.01%
2022 Est. Pop by Race, Asian Alone, by Category	**47**	
Chinese, except Taiwanese	0	0.00%
Filipino	10	21.28%
Japanese	0	0.00%
Asian Indian	5	10.64%
Korean	0	0.00%
Vietnamese	0	0.00%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	32	68.08%

DESCRIPTION	DATA	%
2022 Est. Population by Ancestry	**12,072**	
Arab	32	0.27%
Czech	0	0.00%
Danish	20	0.17%
Dutch	12	0.10%
English	203	1.68%
French (except Basque)	55	0.46%
French Canadian	0	0.00%
German	331	2.74%
Greek	11	0.09%
Hungarian	0	0.00%
Irish	297	2.46%
Italian	10	0.08%
Lithuanian	0	0.00%
United States or American	499	4.13%
Norwegian	58	0.48%
Polish	4	0.03%
Portuguese	22	0.18%
Russian	0	0.00%
Scottish	27	0.22%
Scotch-Irish	66	0.55%
Slovak	0	0.00%
Subsaharan African	12	0.10%
Swedish	1	0.01%
Swiss	9	0.08%
Ukrainian	0	0.00%
Welsh	21	0.17%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	8,644	71.60%
Ancestry Unclassified	1,737	14.39%
2022 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	5,213	47.10%
Speak Asian/Pacific Island Language at Home	0	0.00%
Speak IndoEuropean Language at Home	17	0.15%
Speak Spanish at Home	5,783	52.25%
Speak Other Language at Home	55	0.50%

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Community • Demographic Profile

Lovington, New Mexico

DESCRIPTION	DATA	%
2022 Est. Population by Age	**12,072**	
Age 0 - 4	1,004	8.32%
Age 5 - 9	1,036	8.58%
Age 10 - 14	1,081	8.96%
Age 15 - 17	607	5.03%
Age 18 - 20	538	4.46%
Age 21 - 24	698	5.78%
Age 25 - 34	1,778	14.73%
Age 35 - 44	1,638	13.57%
Age 45 - 54	1,272	10.54%
Age 55 - 64	1,040	8.62%
Age 65 - 74	777	6.44%
Age 75 - 84	424	3.51%
Age 85 and over	178	1.48%
Age 16 and over	8,753	72.51%
Age 18 and over	8,344	69.12%
Age 21 and over	7,806	64.66%
Age 65 and over	1,380	11.43%
2022 Est. Median Age		30.98
2022 Est. Average Age		33.83
2022 Est. Population by Sex	**12,072**	
Male	6,119	50.69%
Female	5,953	49.31%

DESCRIPTION	DATA	%
2022 Est. Male Population by Age	**6,119**	
Age 0 - 4	536	8.76%
Age 5 - 9	530	8.66%
Age 10 - 14	554	9.05%
Age 15 - 17	311	5.08%
Age 18 - 20	280	4.58%
Age 21 - 24	361	5.90%
Age 25 - 34	932	15.23%
Age 35 - 44	866	14.15%
Age 45 - 54	620	10.13%
Age 55 - 64	525	8.58%
Age 65 - 74	363	5.93%
Age 75 - 84	181	2.96%
Age 85 and over	60	0.98%
2022 Est. Median Age, Male		30.21
2022 Est. Average Age, Male		32.84
2022 Est. Female Population by Age	**5,953**	
Age 0 - 4	468	7.86%
Age 5 - 9	505	8.48%
Age 10 - 14	527	8.85%
Age 15 - 17	295	4.96%
Age 18 - 20	258	4.33%
Age 21 - 24	337	5.66%
Age 25 - 34	846	14.21%
Age 35 - 44	772	12.97%
Age 45 - 54	652	10.95%
Age 55 - 64	516	8.67%
Age 65 - 74	414	6.95%
Age 75 - 84	243	4.08%
Age 85 and over	118	1.98%
2022 Est. Median Age, Female		31.86
2022 Est. Average Age, Female		34.84

Community • Demographic Profile

Lovington, New Mexico

DESCRIPTION	DATA	%
2022 Est. Pop Age 15+ by Marital Status		
Total, Never Married	2,454	27.42%
Males, Never Married	1,509	16.86%
Females, Never Married	945	10.56%
Married, Spouse present	4,407	49.24%
Married, Spouse absent	598	6.68%
Widowed	461	5.15%
Males Widowed	58	0.65%
Females Widowed	403	4.50%
Divorced	1,031	11.52%
Males Divorced	332	3.71%
Females Divorced	699	7.81%
2022 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,002	14.10%
Some High School, no diploma	1,167	16.42%
High School Graduate (or GED)	2,072	29.15%
Some College, no degree	1,664	23.41%
Associate Degree	661	9.30%
Bachelor's Degree	302	4.25%
Master's Degree	174	2.45%
Professional School Degree	40	0.56%
Doctorate Degree	26	0.37%
2022 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	1,958	40.07%
High School Graduate	1,368	28.00%
Some College or Associate's Degree	1,342	27.47%
Bachelor's Degree or Higher	217	4.44%
Households		
2027 Projection	3,998	
2022 Estimate	3,874	
2010 Census	3,586	
2000 Census	3,330	
Growth 2022 - 2027		3.20%
Growth 2010 - 2022		8.03%
Growth 2000 - 2010		7.69%
2022 Est. Households by Household Type	3,874	
Family Households	2,954	76.25%
Nonfamily Households	919	23.72%
2022 Est. Group Quarters Population	323	
2022 Households by Ethnicity, Hispanic/Latino	2,644	

DESCRIPTION	DATA	%
2022 Est. Households by Household Income	3,874	
Income < $15,000	366	9.45%
Income $15,000 - $24,999	318	8.21%
Income $25,000 - $34,999	315	8.13%
Income $35,000 - $49,999	586	15.13%
Income $50,000 - $74,999	685	17.68%
Income $75,000 - $99,999	603	15.57%
Income $100,000 - $124,999	403	10.40%
Income $125,000 - $149,999	228	5.88%
Income $150,000 - $199,999	193	4.98%
Income $200,000 - $249,999	88	2.27%
Income $250,000 - $499,999	66	1.70%
Income $500,000+	23	0.59%
2022 Est. Average Household Income		$78,857
2022 Est. Median Household Income		$61,850
2022 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$57,263
Black or African American Alone		$59,492
American Indian and Alaska Native Alone		$48,750
Asian Alone		$138,340
Native Hawaiian and Other Pacific Islander Alone		$57,860
Some Other Race Alone		$71,198
Two or More Races		$121,121
Hispanic or Latino		$59,144
Not Hispanic or Latino		$67,267
2022 Est. Family HH Type by Presence of Own Child.	2,954	
Married-Couple Family, own children	1,045	35.38%
Married-Couple Family, no own children	1,094	37.03%
Male Householder, own children	149	5.04%
Male Householder, no own children	121	4.10%
Female Householder, own children	338	11.44%
Female Householder, no own children	208	7.04%
2022 Est. Households by Household Size	3,874	
1-person	801	20.68%
2-person	1,022	26.38%
3-person	657	16.96%
4-person	640	16.52%
5-person	424	10.95%
6-person	198	5.11%
7-or-more-person	133	3.43%
2022 Est. Average Household Size		3.03

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Community • Demographic Profile

Lovington, New Mexico

DESCRIPTION	DATA	%
2022 Est. Households by Presence of People Under 18	**3,874**	
Households with 1 or More People under Age 18:	1,783	46.03%
Married-Couple Family	1,170	65.62%
Other Family, Male Householder	194	10.88%
Other Family, Female Householder	408	22.88%
Nonfamily, Male Householder	8	0.45%
Nonfamily, Female Householder	3	0.17%
Households with No People under Age 18:	**2,091**	
Married-Couple Family	970	46.39%
Other Family, Male Householder	77	3.68%
Other Family, Female Householder	136	6.50%
Nonfamily, Male Householder	443	21.19%
Nonfamily, Female Householder	464	22.19%
2022 Est. Households by Number of Vehicles	**3,874**	
No Vehicles	193	4.98%
1 Vehicle	1,082	27.93%
2 Vehicles	1,405	36.27%
3 Vehicles	837	21.61%
4 Vehicles	286	7.38%
5 or more Vehicles	70	1.81%
2022 Est. Average Number of Vehicles		2.1
Family Households		
2027 Projection	3,051	
2022 Estimate	2,954	
2010 Census	2,738	
2000 Census	2,500	
Growth 2022 - 2027		3.28%
Growth 2010 - 2022		7.89%
Growth 2000 - 2010		9.52%
2022 Est. Families by Poverty Status	**2,954**	
2022 Families at or Above Poverty	2,637	89.27%
2022 Families at or Above Poverty with Children	1,561	52.84%
2022 Families Below Poverty	318	10.77%
2022 Families Below Poverty with Children	261	8.84%
2022 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	4,485	51.24%
Civilian Labor Force, Unemployed	297	3.39%
Armed Forces	152	1.74%
Not in Labor Force	3,820	43.64%

DESCRIPTION	DATA	%
2022 Est. Civ. Employed Pop 16+ by Class of Worker	**4,479**	
For-Profit Private Workers	3,388	75.64%
Non-Profit Private Workers	321	7.17%
Local Government Workers	60	1.34%
State Government Workers	114	2.54%
Federal Government Workers	400	8.93%
Self-Employed Workers	189	4.22%
Unpaid Family Workers	7	0.16%
2022 Est. Civ. Employed Pop 16+ by Occupation	**4,479**	
Architect/Engineer	56	1.25%
Arts/Entertainment/Sports	2	0.04%
Building Grounds Maintenance	121	2.70%
Business/Financial Operations	48	1.07%
Community/Social Services	25	0.56%
Computer/Mathematical	5	0.11%
Construction/Extraction	833	18.60%
Education/Training/Library	267	5.96%
Farming/Fishing/Forestry	18	0.40%
Food Prep/Serving	289	6.45%
Health Practitioner/Technician	215	4.80%
Healthcare Support	134	2.99%
Maintenance Repair	290	6.47%
Legal	23	0.51%
Life/Physical/Social Science	18	0.40%
Management	256	5.72%
Office/Admin. Support	325	7.26%
Production	282	6.30%
Protective Services	83	1.85%
Sales/Related	511	11.41%
Personal Care/Service	50	1.12%
Transportation/Moving	628	14.02%
2022 Est. Pop 16+ by Occupation Classification	**4,479**	
White Collar	1,750	39.07%
Blue Collar	2,034	45.41%
Service and Farm	695	15.52%
2022 Est. Workers Age 16+ by Transp. to Work	**4,441**	
Drove Alone	3,636	81.87%
Car Pooled	652	14.68%
Public Transportation	1	0.02%
Walked	95	2.14%
Bicycle	15	0.34%
Other Means	4	0.09%
Worked at Home	40	0.90%

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Community • Demographic Profile

Lovington, New Mexico

DESCRIPTION	DATA	%
2022 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	2,008	
15 - 29 Minutes	856	
30 - 44 Minutes	645	
45 - 59 Minutes	141	
60 or more Minutes	743	
2022 Est. Avg Travel Time to Work in Minutes		29
2022 Est. Occupied Housing Units by Tenure	3,874	
Owner Occupied	2,817	72.72%
Renter Occupied	1,057	27.28%
2022 Owner Occ. HUs: Avg. Length of Residence		18.22†
2022 Renter Occ. HUs: Avg. Length of Residence		7.88†
2022 Est. Owner-Occupied Housing Units by Value	**3,874**	
Value Less than $20,000	86	3.05%
Value $20,000 - $39,999	75	2.66%
Value $40,000 - $59,999	132	4.69%
Value $60,000 - $79,999	190	6.75%
Value $80,000 - $99,999	270	9.59%
Value $100,000 - $149,999	454	16.12%
Value $150,000 - $199,999	531	18.85%
Value $200,000 - $299,999	683	24.25%
Value $300,000 - $399,999	219	7.77%
Value $400,000 - $499,999	70	2.48%
Value $500,000 - $749,999	68	2.41%
Value $750,000 - $999,999	38	1.35%
Value $1,000,000 or $1,499,999	0	0.00%
Value $1,500,000 or $1,999,999	0	0.00%
Value $2,000,000+	0	0.00%
2022 Est. Median All Owner-Occupied Housing Value		$168,872
2022 Est. Housing Units by Units in Structure		
1 Unit Detached	3,077	72.09%
1 Unit Attached	26	0.61%
2 Units	116	2.72%
3 or 4 Units	80	1.87%
5 to 19 Units	9	0.21%
20 to 49 Units	0	0.00%
50 or More Units	32	0.75%
Mobile Home or Trailer	833	19.52%
Boat, RV, Van, etc.	97	2.27%

DESCRIPTION	DATA	%
2022 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	410	9.61%
Housing Units Built 2010 to 2014	143	3.35%
Housing Units Built 2000 to 2009	335	7.85%
Housing Units Built 1990 to 1999	165	3.87%
Housing Units Built 1980 to 1989	439	10.29%
Housing Units Built 1970 to 1979	562	13.17%
Housing Units Built 1960 to 1969	878	20.57%
Housing Units Built 1950 to 1959	1,089	25.52%
Housing Units Built 1940 to 1949	96	2.25%
Housing Unit Built 1939 or Earlier	152	3.56%
2022 Est. Median Year Structure Built		1969

† Years

About The Retail Coach®

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail:360® Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts — all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® Process assures that communities get timely, accurate and relevant information.Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.

ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

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